

WHAT IS CLAIMED IS:

1 1. A server apparatus for applying a point (incentive
2 point) by which a service can be received in response to
3 an amount of said point to be used in a Web site, comprising:
4 network means for connection a first apparatus and
5 a second apparatus, said first apparatus being related to
6 a person who shares cost required to provide a service,
7 and said second apparatus being related to a person who
8 applies a point;
9 applicable point number storage means for calculating
10 an applicable point number based upon a point number
11 responding to the cost shared by the person related to the
12 first apparatus which is notified from said first apparatus,
13 and also an applied point number, and for storing thereinto
14 the calculated applicable point number;
15 advertisement storage means for storing thereinto
16 information used to display an advertisement with respect
17 to the person concerning said first apparatus;
18 display point determining means for determining a point
19 number to be displayed on said advertisement within said
20 applicable point number in accordance with a predetermined
21 rule;

22 Web server means for producing a Web page which displays
 23 the advertisement with respect to the person concerning
 24 said first apparatus, to which the determined point number
 25 has been applied under selectable condition, and for
 26 displaying the produced Web page on said second apparatus;
 27 and

28 applied point managing means for storing therein
 29 said point applied to said advertisement and said second
 30 apparatus in relation to each other when the selection of
 31 said advertisement is accepted from said second apparatus.

1 2. A server apparatus as claimed in claim 1 wherein:
 2 said server apparatus is further comprises;
 3 online shopping means; and
 4 said service responding to the amount of said point
 5 to be used corresponds to a discount service of purchased
 6 goods in the online shopping.

1 3. A program product capable of operating a computer as
 2 such a server apparatus for applying a point (incentive
 3 point) by which a service can be received in response to
 4 an amount of said point to be used in a Web site, wherein:
 5 said program product causes the computer to execute:
 6 a network process for connection a first apparatus
 7 and a second apparatus, said first apparatus being related

8 to a person who shares cost required to provide a service,
9 and said second apparatus being related to a person who
10 applies a point;

11 an applicable point number storage process for
12 calculating an applicable point number based upon a point
13 number responding to the cost shared by the person related
14 to the first apparatus, and also an applied point number
15 which is notified from said first apparatus, and for storing
16 thereinto the calculated applicable point number;

17 an advertisement storage process for storing thereinto
18 information used to display an advertisement related to
19 the person concerning said first apparatus;

20 a display point determining process for determining
21 a point number to be displayed on said advertisement within
22 said applicable point number in accordance with a
23 predetermined rule;

24 a Web server process for producing a Web page which
25 displays the advertisement related to the person concerning
26 said first apparatus, to which the determined point number
27 has been applied under selectable condition, and for
28 displaying the produced Web page on said second apparatus;
29 and

30 an applied point managing process for storing thereinto
31 said point applied to said advertisement and said second
32 apparatus in relation to each other when the selection of

33 said advertisement is accepted from said second apparatus.

1 4. A method for applying to an advertisement viewer, a
 2 point by which a service can be received in response to
 3 an amount of said point to be used in a Web site, comprising:
 4 a step in which as to cost which is notified via a
 5 network from an advertisement provider who shares cost
 6 required to provide a service, an applicable point number
 7 is calculated based upon both a point number in response
 8 to the cost shared by the advertisement provider and also
 9 a point number which has been applied to the advertisement
 10 viewer, and then, the calculated applicable point number
 11 is stored in an applicable point number storage means;
 12 a step in which a point number to be displayed on the
 13 advertisement of said advertisement provider is determined
 14 within the applicable point number in accordance with a
 15 point applicable rule which has been previously stored in
 16 the storage means;
 17 a step in which a Web page which displays the
 18 advertisement of said advertisement provider, to which the
 19 determined point number is applied, under selectable
 20 condition to the advertisement viewer, is produced and then,
 21 the produced Web page is transmitted to a terminal of the
 22 advertisement provider; and
 23 a step in which when said advertisement is selected

24 by the terminal of said advertisement provider, both the
 25 point number applied to said advertisement and the
 26 advertisement viewer are stored into a storage means in
 27 relation to each other.

1 5. A point applying method as claimed in claim 4 wherein:
 2 said point applying method is further comprises:
 3 a step for accepting a purchase proposal of goods via
 4 a network; and
 5 said service responding to the amount of said point
 6 to be used corresponds to a discount service of purchased
 7 good in the on-line shopping.

1 6. A service providing method for providing a service
 2 to a customer in response to a point (incentive point) applied
 3 to the customer when an order is accepted in on-line shopping
 4 for accepting an order via a network, wherein:
 5 a cost sharing person who shares cost as to said service
 6 corresponds to a person who invests his money in a sales
 7 person who sells goods in the on-line shopping; and
 8 said cost sharing person is separated from the sales
 9 person.

1 7. A service providing method as claimed in claim 6 wherein:
 2 the sales person executes such a process operation

3 that an advertisement with respect to the cost sharing person
4 is presented under selectable condition to the customer
5 prior to the acceptance of the order.

1 8. A service providing method as claimed in claim 7 wherein:
2 a point application to a customer is carried out by
3 accepting the selection of the advertisement with respect
4 to said cost sharing person, which is presented under
5 selectable condition.

1 9. A service providing method as claimed in any one of
2 claims 6 to 8 wherein:
3 the service responding to the amount of said point
4 is to discount a purchase price of the ordered goods.